AUG 2 4

August 10, 1995

TO: Mr. J. W. Best
Mr. P. J. Cundari
Mr. J. S. Farmer
Mr. S. G. Hanes
Mr. J. V. Maguire
Mr. G. C. Pennell
Mr. D. L. Wilmesher
Mr. M. O. Johnson

FROM: E. M. McAtee

SUBJECT: **STAR TOBACCO**

The attached is a copy of a letter Star Tobacco recently sent to Direct Accounts. The subject addresses the issue of product pricing at retail.

Their reference to what is illegal could be an issue for our people, however, the general tone of the document indicates Star's concern that both retail and wholesale customers are reassessing their need for Star products and at what price they should sell.

EM

E. M. McAtee
Business Information and Analysis

EMM:tig

Attachment

cc: Ms. P. S. Cohen
Mr. E. J. Fackelman
Mr. J. R. Moore
Mr. D. H. Murphy
Mr. W. P. Whitlatch
BIAC
FI

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Source: https://www.industrydocuments.ucsf.edu/docs/gtby0000